FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00064358-A **Type of Permit:** STILL **Release Date:** 04/30/2013

Production Company THE CUSTOM FAMILY LLC

Insured Company Name THE CUSTOM FAMILY LLC

Contact Phone No. 1 212-742-1744
Contact Phone No. 2
Fax 212-742-1441
Address 40 EXCHANGE PL, #1708
NEW YORK, New York 10005

Production Title LEVI'S

Type of Production Still Photo

Producer Ian Kaplan

Director n/a n/a

1st AD n/a n/a

Production Manager Ian Kaplan

FilmL.A. Coordinator Erica Wade

Location Manager Terry Wong
Primary Phone Mobile - 310-795-1332
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Posting 600	$138.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$646.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$512.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 15 PLUS PERSONS	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR REPORTING FEE	$228.00

Total Permit Fee $1,774.00

Number of Locations 3

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Summary Information — Location

Permit Number S00064358-A
Production Company THE CUSTOM FAMILY LLC
Insured Company THE CUSTOM FAMILY LLC
Production Title LEVI'S

Location Manager Terry Wong
Primary Phone Mobile - 310-795-1332
Secondary Phone

This location has been CANCELED

Location Address 3160 Canyon lake Dr., Los Angeles, CA, 90068

Location Name LAKE HOLLYWOOD PARK

Location Type Park

Film Dates 4/30/2013 - 5/1/2013 08:00 - 20:00 2 days

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	15

Filming Activities Camera on sticks; Exterior models against scenery; Handheld equipment; B-roll;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 563 **Grid:** H7

Approvals LOS ANGELES POLICE DEPARTMENT Sam Park

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs N/S CANYON LAKE DR, MULLHOLLAND HWY - WEST 400'
CANCELLED FEES DUE

Approximate Footage 301 - 600 **Log Number** 55742

Date(s) 5/1/2013 to 5/1/2013 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Location 2 of 3

Permit Number	S00064358-A	**Location Manager**	Terry Wong
Production Company	THE CUSTOM FAMILY LLC	Primary Phone	Mobile - 310-795-1332
Insured Company	THE CUSTOM FAMILY LLC	Secondary Phone	
Production Title	LEVI'S		

Location Address Mulholland Hwy & Mt Lee Dr, Los Angeles, CA, 90068

Location Name GRIFFITH PARK - HOLLYWOOD SIGN

Location Type Park

Film Dates 5/1/2013 - 5/1/2013 07:00 - 13:30 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document Hollywood Sign.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	4
Cube Trucks	1
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	20
LA City UFSO assigned	31107

Filming Activities Camera on sticks; Exterior models against scenery; Handheld equipment; B-roll; Setting up a drum set;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 563 **Grid:** G7

Approvals
LOS ANGELES POLICE DEPARTMENT — Sam Park
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Vincent Owens

Coordinator Note (1) RAPG MONITOR REQUIRED AT HOLLYWOOD SIGN PLATEAU 7AM TO 11AM

(1) RAPG MONITOR REQUIRED AT HOLLYWOOD SIGN 7AM TO 1:30PM

Coordinator Note (1) RAPG MONITOR TO FOLLOW TO WESTERN CANYON RD FROM HOLLYWOOD SIGN

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Location 3 of 3

Permit Number	S00064358-A	**Location Manager**	Terry Wong
Production Company	THE CUSTOM FAMILY LLC	Primary Phone	Mobile - 310-795-1332
Insured Company	THE CUSTOM FAMILY LLC	Secondary Phone	
Production Title	LEVI'S		

Location Address Western Canyon Rd/Fern Dell Dr, Red Oak Ave - Observatory Ave, Los Angeles, CA 90068

Location Type Road

Film Dates 5/1/2013 - 5/1/2013 07:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions *PERMITEE IS RESPONSIBLE FOR FILLING OUT ATTACHED L.A. CITY AND/OR L.A. COUNTY FIRE INSPECTION CHECKLIST PRIOR TO FILMING ACTIVITIES AT THIS LOCATION. IF FORM NOT FILLED OUT, A FIRE OFFICER MAY BE ASSIGNED.*
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No cast or crew parking on area streets
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document The Oaks October 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	4
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	20
Off-Duty/Retired LAPD Officer(s)	2
Spot Check	1

Filming Activities Camera on sticks; Exterior models against scenery; Handheld equipment; Intermittent traffic control - 2 minutes standard; B-roll; Models against static car in road with ITC;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Nicole Robottom
LOS ANGELES POLICE DEPARTMENT	Sam Park

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **Okay to park no more than 5 vehicles on the Hollywood Plateau on May 1, 2013.**
- **Cannot have any vehicles parked on the road leading to the Hollywood Plateau.**
- **Must keep the main gate at Deronda Dr. closed at all times.**
- **Okay to be on the service road behind the sign to take still shots.**
- **Cannot be at Hollywood sign location past 7 p.m.**
- **Okay for Production Company to take still shots of models against background scenery on May 1, 2013.**
- **Okay to have a generator**
- **Okay for Production Company to take still shots on the side of the road on Western Canyon Rd. between Fern Dell Section 9 Lot & E Observatory Ave.**
- **Okay to park a picture vehicle on the side of the road for models and at monitor's discretion as to whether or not it will interfere with traffic.**
- **Any cast/crew must be shuttled to the location to the site on Western Canyon Rd.**
- **Cannot have more than 2 vehicles, one being the picture vehicle, on Western Canyon Rd.**
- **MUST adhere to Park Film Monitor's instructions at all times. Monitor's instructions and/or judgment may override written guidelines.**
- **NO heavy or bulky equipment on service road.**
- **Cannot have a stationary vehicle on the service road.**

NOT A PERMIT

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
4/29/2013

- **Cannot block access to pedestrians from accessing service road or plateau.**
- **May park 2 production vehicles at the turn around further up Mt. Lee under the condition that there be enough space for the monitor to also park their vehicle there as well.**
- **Under no circumstances is the Production Company allowed to alter the sign.**
- **Under no circumstances is the Production Company allowed to touch the sign.**
- **Cannot have any vehicles moved onto or parked on the grass.**
- **Must provide own lavatory facilities.**
- **Crew must leave area clean after activity.**
- **May not block any adjacent trails.**
- **May not stake into the ground unless approved to do so.**
- **Cannot impede park patrons from park activities.**
- **Production Company may do up to 2 minute pedestrian control.**
- **Cannot interfere, prevent, or clear park patrons from the location of filming.**
- **Company is not allowed to add landscape unless approved.**
- **May not drive on any park service road or grassy areas unless approved.**
- **Must work around maintenance activities.**
- **May not block entrance or exits.**
- **Patrons have the right of way at all times.**
- **Production Company does not have exclusive use of any part of the park at any time.**
- **MUST adhere to Park Film Monitor's instructions. Park Film Monitor's instructions and/or judgment may override written guidelines.**
- **Alterations due to negligence, accidents or otherwise, must be restored to original or better conditions at companies expense.**

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.

DRAFT

- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitted and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitted will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitted there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

The Custom Family LLC – Levi's
Hollywood Sign & Hollywood Plateau
S-643358-A

NO PERMIT

NOT A PERMIT

Filming at the *Hollywood* Sign

WHO TO ASK

1. **For Access: Park Film Office**: The Sign is in Griffith Park and entry to grounds requires approval by the Park Film Office. An appointment to scout the location with you and understand your needs in the context of what is permissible will be done prior to filming. Please contact the Park Film Office at (323) 644-6220 or http://www.laparks.org/dos/ranger/parkfilm.htm

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2. **For Permits: Film LA**: Filming and photography requires a City of Los Angeles permit from FILM LA, INC. Please contact FILM LA for this information at (213) 977-8600 or http://www.filmla.com

3. **For Licensing Permission: Hollywood Chamber of Commerce**: The Hollywood Chamber owns certain trademark rights for usage of the Sign or its likeness for commercial purposes. The Chamber uses Global Icons to manage these rights and negotiate all fees. They are accustomed to both commercial and feature film requests. Please contact Global Icons at (310) 820-5300 or http://www.globalicons.com/files/HollywoodSheet.pdf

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
4/29/2013

BASIC RULES OF THE ROAD

HOURS - Filming is restricted to daylight hours only.

LOCATIONS

Areas provided for filming or photography in the Park is limited to:

- **Sign site** – a ten foot wide, 80-foot long plateau on Mt. Lee, under the Sign letters, reached by a difficult climb down a steep embankment.
- **Park entrance area at the end of Deronda** – Unpaved area northwest of gate entrance may be used as small base camp after review with Recreation and Parks Department.
- **Lake Hollywood Park (alternative)** – Located at Mulholland Hwy and Canyon Lake Dr. This large grassy plot near the base of Mt. Lee, almost directly below Sign, has plentiful street parking and a good view of the Sign. This area is not subject to many of the usual Hollywood Sign Restrictions.

Restricted areas are as follows:

- Driving shots along Mt. Lee Dr. are not permitted.
- The paved access road to the Sign cannot be used for any purpose except drop-off at the Sign site. Parking is prohibited in order to insure fire equipment access.
- Every activity at the Sign will be monitored and assisted by a Department Employee. No climbing on or touching of the Sign is permitted.
- Street access to the residences outside the Deronda gate cannot be blocked.

PHYSICAL RESTRICTIONS

- No construction of any kind can be built around the sign or the park area near the surrounding neighborhood.
- No alteration, physical changes or lighting of the Hollywood Sign or surrounding area is allowed.
- No vegetation may be cut or removed.
- NO SMOKING allowed in the Park.

CREW & EQUIPMENT

- Crew size must be limited to 20 or less at the Sign itself *for safety reasons*.
- Equipment must be limited to necessary items which can be transported in one utility vehicle.
- No more than 3 vehicles will be allowed at any one time in this area of the Park.
- No large trucks or other large vehicles are permitted to travel Mt. Lee Dr.
- No generators can be brought into the Park.

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It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.

4/29/2013

SPECIAL FILMING CONDITIONS
THE OAKS AREA (LOS FELIZ)

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Oaks area of Los Feliz is located north of Los Feliz Boulevard and west of Griffith Park/Ferndell Drive. The area is characterized by very narrow, steep, winding streets and there are few streets or sections that can safely accommodate equipment or cast/crew parking. It is an area that presents special filming problems. The following Special Filming Conditions have been established to address the public safety concerns raised by motion picture production activities:

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Production companies must also contact Remy Kessler (323) 466-0931(The Oaks Homeowners Association) and Susan Swan (323) 463-2463 (Hollywood United Neighborhood Council)** at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.
- **Cast and crew are not permitted to park on area streets.** Off-street parking must be provided.

FilmL.A., Inc. NOT A PERMIT